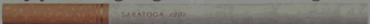


New from Philip Morris.

# Saratoga 120's.

Enjoy smoking longer without smoking more.



Saratoga 120's



Standard 100's

That's the Saratoga idea.

**More puffs than 100's.**  
Longer and slimmer than 100's  
for extra smoking time and  
pleasure, without smoking  
more cigarettes.

**Priced no more than 100's.**  
Rich, full-flavor cigarettes  
made from fine tobaccos.

**More than just a new brand.**  
Saratoga 120's are a whole  
new idea in smoking pleasure.  
Look for them in the new  
120 mm crush-proof box.

**Menthol and Regular.**



"It's like if they invented  
a gasoline that increased your  
mileage at no extra cost."



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

